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The City of Rocklin

Introduction

Highlights include the marked increase in the median home price by 18 percent in the past year, updates on new development and business projects, current major redevelopment project activities and information on resources for the business community.

*We welcome your feedback. Please forward any questions and comments to the editor.
Thank you.*

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Quick Stats

Provided below is a snapshot of Rocklin (2005)

Population 50,400
Median Age 36

Income

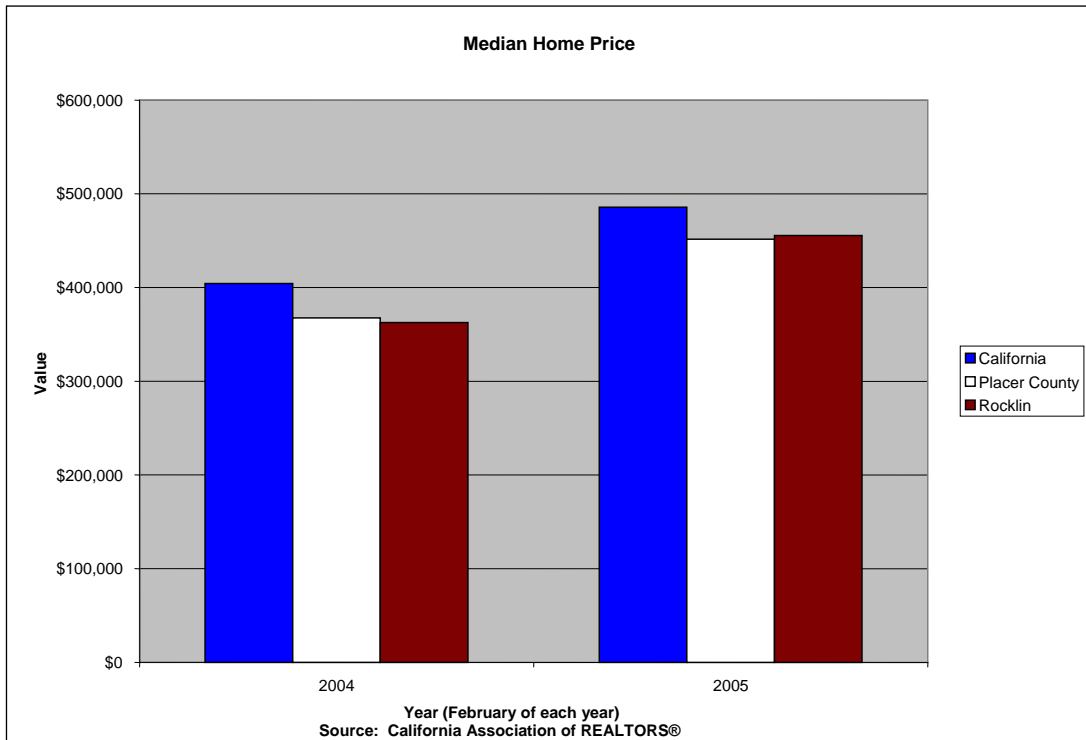
- Median Household Income \$78,000
- Average Household Income \$93,000

Employment By Type (Top 5 Sectors)

- Services 38%
- Retail Trade 21%
- Finance/Insurance/Real Estate 12%
- Construction 11%
- Manufacturing 4%

Housing

- Median Home Price, Rocklin April 2005 \$445,000 April 2004 \$377,000



Business & Development Highlights

Rocklin Corporate Center - Lot 7

(Sunset Rocklin Office Building)

(Building Permit issued April 5, 2005)

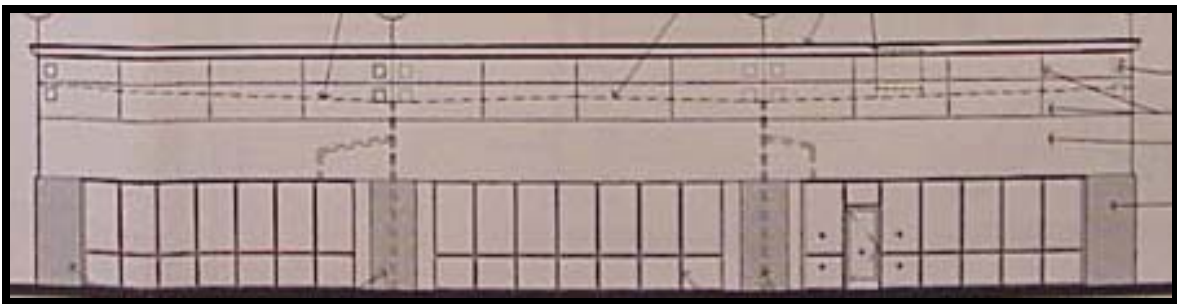


Project Description

A building permit was issued to build a 99,399' two-story office shell building on a 7.2 acre site on Sunset Boulevard. The project will also include landscaping, associated parking and construction of a mechanical enclosure building/cooling tower that will house the building's mechanical equipment. The project site is approximately 400 feet west of the Sunset Boulevard and West Stanford Ranch Road intersection. The address assigned to the building is 1000 Sunset Boulevard. The building permit was issued to Capitol Valley Commercial, Inc.

Rocklin Ranch Business Park - Lot 10

(Building Permit issued March 9, 2005)

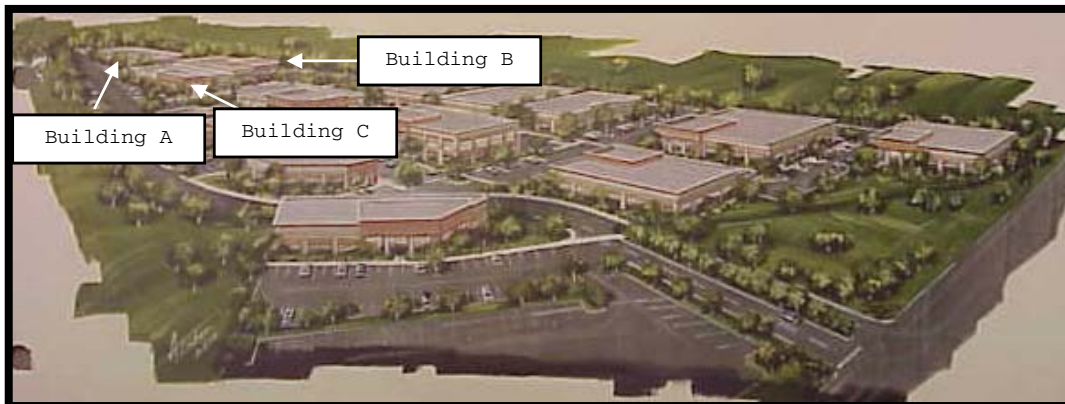


Project Description

A building permit was issued to build a 7,088' warehouse shell building in the Rocklin Ranch Business Park. The building's design will closely resemble the style, color and materials used on the other buildings in the business park. The address assigned to the building is 4170 Citrus Avenue.

Stanford Ranch Office Plaza

(Stanford Ranch Parcel 77 & 78)



Project Description

Building permits were issued on March 7, 2005, to build three office shell buildings on a 16.7 acre site located off Stanford Ranch Road behind the Stanford Ranch Retail Center Phase I and Phase II. The building permits were issued to Stanford Ranch LLC. Listed below is the building data summary for each building:

<u>Address & Building Letter</u>	<u>Building Permit Number</u>	<u>Building Square Footage</u>
2217 Plaza Drive (A)	2004-1033	14,106
2215 Plaza Drive (B)	2004-1836	12,108
2213 Plaza Drive (C)	2004-1400	10,131

Rocklin Corporate Center (Lots 11 – 19)

(Sunset Lonetree Center, Buildings A, B, C & E)



Project Description

Building permits were issued to build four of 11 office/retail shell buildings on an approximate 14.7 acre site generally located at the southwesterly corner of the intersection of West Stanford Ranch Road and Sunset Boulevard. The building's design will resemble the other buildings in the complex in architecture, color and material. Listed below is a summary of building data on each building:

<u>Address & Building Letter</u>	<u>Building Permit Number</u>	<u>Building Square Footage</u>
1160 Sunset Blvd. (A)	2004-1522	11,688
1100 Sunset Blvd. (B)	2004-1523	11,688
1150 Sunset Blvd. (C)	2004-1524	16,270
1140 Sunset Blvd. (E)	2004-1525	10,805

Rocklin Retail Center - Buildings A & B



(front elevation)

Project Description

Building permits were issued to build two retail shell buildings on a 2.5 acre site on Pacific Street across the street from the Albertsons/K-Mart Center. When completed, Building A will have 10,626' of leasable floor area and Building B will have 8,842' of retail area. A use permit was approved on this project that allows outdoor seating in the breezeway and plaza areas. The addresses assigned to the buildings are 5600 Pacific Street for Building A and 5514 Pacific Street for Building B. The building permits were issued to CEMO Commercial.

Sierra College is planning to construct a new 60,000' classroom building starting early summer to be completed and opened in 2007.

Business Resources

The Economic Development Office can provide assistance to businesses, developers and real estate site location professionals on a variety of topics from business and public finance to human resource programs. Highlighted below are a few sites worth reviewing.

Sierra College Economic Development Services

- Community Education <http://www.sccommed.org>
- Customized on-site training <http://www.sierracollegegetraining.com>
- Small Business Development Center <http://www.sbdcsierra.org>
- Center for Applied Competitive Technologies (CACT), focused on manufacturing in Northern California with concentration in Lean Enterprise Principles

UC Davis Entrepreneurial Support Services

UC Davis CONNECT's programs and services focus on support for technology companies from the earliest stages through growth and early maturity. Services include Client Specific Services, Business Education Programs, Mentoring Programs, Networking Programs, Technology Showcase Programs and Web Resources. For more information, please visit the website link below.

- <http://connect.ucdavis.edu/home.cfm?id=OVC,6,1037>

U.S. Small Business Administration (SBA)

The SBA offers several loan programs to assist small businesses in obtaining capital for their business. One of the major SBA programs is the SBA 504 real estate program. This loan program is accessed through a Certified Development Company (CDC). One such company in the Sacramento area is CDC. This organization is the nation's largest U.S. Small Business

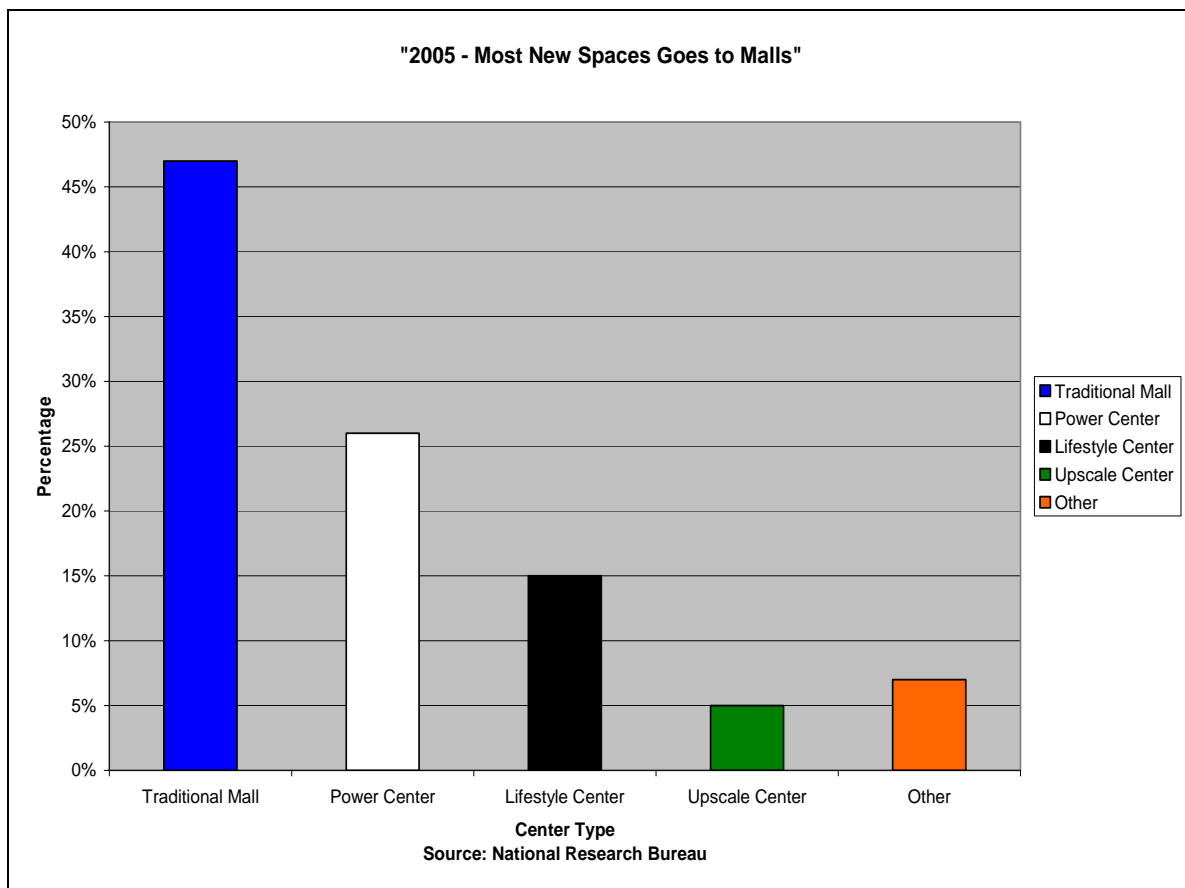
Administration (SBA) 504 Program lender. They have funded over \$1 billion in SBA 504 loans. This program offer businesses the following:

- 90 percent Fixed Rate Financing
- 72-hour Prequalification
- 20-year Loan Amortization

For more information, please visit the following website addresses www.sba.gov or www.cdclloans.com or telephone the CDC Sacramento Metro office at 916.565.8100.

What kind of retail space is being built?

According to data provided by the International Council of Shopping Centers (ICSC) most new space built is for malls.



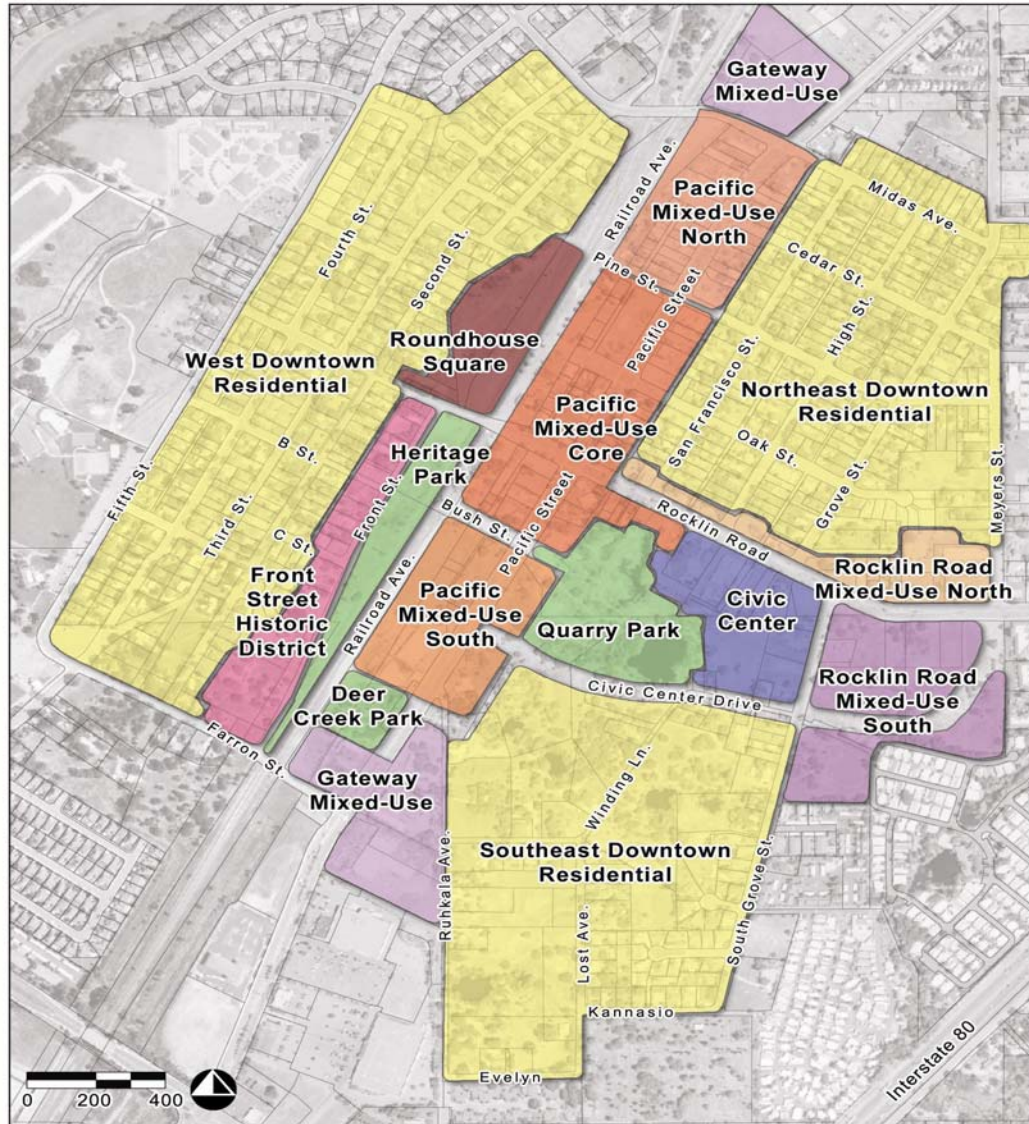
Redevelopment Projects

Downtown Rocklin Plan Underway

The Public Immersion Week held during the week of May 16-19 was completed, and a draft conceptual Downtown Rocklin Plan was presented to the community for review. To review the existing conditions report, a conceptual overall layout, and other documents related to the plan, please visit the City's website.

- <http://www.ci.rocklin.ca.us/index.asp?page=1665&s2=1679&pin=1>

Conceptual Downtown Rocklin Plan



Rocklin Road/I-80 Landscaping Project Update

Work on this project started on April 25 and is tentatively scheduled to be completed by July 15, 2005. The project will install irrigated landscaping and a themed granite monument inside the right-of-way at the Rocklin Road/I-80 Interchange.

Safe School Route Phase III, Priority Area 1

The City Council approved construction of the next phase of improvements at a cost of nearly \$3 million. The project streets to be included in the next phase include the following:

1. Midas Avenue from Pacific Street to White Oak Court
2. Third Street from Midas Avenue to Rocklin Road and from "B" Street to "C" Street
3. Second Street from Rocklin Road to Maple Street and from "B" Street to "C" Street
4. Maple Street from Second Street to Third Street
5. Fourth Street from "C" Street to Farron Street
6. "C" Street from Second Street to Fourth Street

Sierra College Interchange Update

The City continues to work on developing funding alternatives for the \$18 million estimated cost to construct the interchange. The City is currently in the process of acquiring the necessary right-of-way to build the interchange. In addition, the City Council granted approval for the City to retain the services of Smith, Watts & Company to help the City acquire the State of California funding guarantees.

City Corner

2005-2006 Fiscal Year Budget is projected to be adopted June 28, 2005.

Development Activity Report (DAR)

The latest edition (July 2005) is now available. For more information, please contact the Community Development Department at 916.625.5100 or visit the City of Rocklin website www.ci.rocklin.ca.us.

Public Safety Facility Dedicated

The new Rocklin Police Facility was dedicated on June 8.

Services Fees Updated

As part of an annual program, the City has updated the current service fees schedule pursuant to Chapter 3.32.050 F. New additions to the fee schedule include the following:

- Police report reproduction
- Record of survey plan check
- Flood zone development permit

